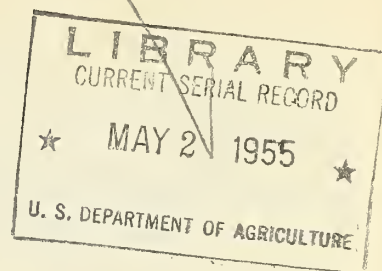


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Consumer PURCHASES OF FRUITS AND JUICES

in JANUARY
1955



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

A committee of the Florida Industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice, and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN JANUARY 1955

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Householders' purchases of oranges and orange products during January 1955, on a fresh equivalent basis, totaled almost 8,200,000 boxes, up moderately from a year earlier. This increase was primarily due to larger consumer purchases of frozen concentrated orange juice. Purchases of fresh oranges during January 1955 were almost unchanged from a year earlier, but purchases of canned single-strength orange juice were down slightly.

Prices reported paid by householders for frozen concentrated orange juice during January 1955 averaged about 1.5 cents a 6-ounce can lower than a year earlier. Prices paid for both fresh oranges and canned single-strength orange juice were down slightly.

On a fresh equivalent basis, consumer purchases of fresh grapefruit and grapefruit juice during January 1955 were about 3,200,000 boxes--up about an eighth compared with January 1954. Householders purchased 18 percent more canned single-strength grapefruit juice and over a tenth more fresh grapefruit. Prices paid for both grapefruit and grapefruit juice during January 1955 were lower than in January 1954.

Purchases of lemons and lemon products during January 1955, on a fresh equivalent basis, amounted to about 312,000 boxes, up slightly from a year earlier. Prices reported paid for frozen concentrate for lemonade and fresh lemons during January were slightly below January 1954, but canned and bottled lemon juice prices edged above a year earlier.

The volume of purchases of canned single-strength orangeade during January 1955 were up about a fifth while purchases of shelf-pack concentrate for orangeade were down a fourth from January 1954.

Purchases of canned single-strength grape juice during January were up about a tenth from a year earlier. Purchases of prune juice were unchanged, but purchases of pineapple and tomato juices during January 1955 were down slightly from January 1954.

FROZEN JUICES AND ADES

Household purchases of all frozen concentrated juices during January 1955 were about a fourth larger than in January 1954. Almost 32 out of 100 families reported buying some frozen concentrated juices during January 1955--up from 29 out of 100 families a year earlier (table 2).

Consumer purchases of frozen concentrated orange juice in January 1955 were well above a year earlier. Purchases were also larger than in the preceding month, December 1954. More families reported buying frozen orange juice than in January 1954 but purchases per family were about the same. Prices reported paid averaged about 1.5 cents a 6-ounce can lower than a year earlier.

Slightly more frozen concentrated grape juice was purchased by householders in January 1955 than in January 1954. Prices reported paid averaged about 21 cents a 6-ounce can during January 1955, down slightly from a year earlier.

Household purchases of frozen concentrate for lemonade in January 1955 were unchanged from a year earlier. Prices reported paid were down over a cent a 6-ounce can compared with January 1954 (fig. 3).

Consumer purchases of shelf-pack concentrate for orangeade were down about a fourth in January 1955 compared with January 1954. This was almost entirely because fewer families were buying. Prices reported paid were up about a cent a 6-ounce can over January 1954 (table 2).

Purchases of canned single-strength orangeade by householders were up about a fifth in January 1955, compared with the same month a year ago. Prices reported paid for a 46-ounce can were down slightly from January 1954 (table 1).

CANNED JUICES

Total consumer purchases of canned single-strength juices in January 1955 were almost unchanged from a year earlier. Household purchases of canned grapefruit juice and lemon juice were up moderately, and grape juice purchases were up slightly from January 1954 (table 1). Purchases of prune juice were unchanged, but purchases of other single-strength juices were lower in January 1955.

Purchases of canned single-strength orange juice by consumers during January 1955 were up about a sixth from December 1954, but were down slightly from January a year earlier. The average price reported paid for canned orange juice in January 1955 was a cent lower for a 46-ounce can than a month earlier and almost a cent lower than January 1954.

Householders bought about 18 percent more canned single-strength grapefruit juice in January 1955 than a year earlier. Increased purchases were due to both an increase in the number of families buying and quantity

purchased by buying families (fig. 6). The average price reported paid for grapefruit juice during January 1955 edged above that of December, but was about a cent lower than in January 1954.

Consumer purchases of orange-grapefruit blended juice in January 1955 were below a year ago, but purchases were a fifth larger than in December 1954. Prices reported paid were almost a cent lower than a month earlier but were above January 1954 (fig. 6).

Canned and bottled lemon juice purchases, seasonally small during the winter months, were about a sixth larger in January 1955 than a year earlier (table 1). Although fewer families reported purchases than a year earlier, the average amount bought by buying families during January 1955 was larger than during January 1954. Prices paid were slightly higher than a year earlier.

Householders' purchases of grape juice in January 1955 were about a tenth larger than during January 1954. Prices reported paid were about a half cent more a 24-ounce bottle than during January 1954.

The quantity of pineapple juice purchased by the Nation's families during January 1955 was down slightly from a year earlier. Fewer families reported purchases, but those buying purchased larger quantities. Prices reported paid were down about 1.5 cents a 46-ounce can in January 1955 compared with January 1954.

Household purchases of prune juice during January 1955 were about the same as a year earlier. Prices paid averaged a half cent higher than January 1954.

Consumer purchases of tomato juice in January 1955 were slightly below January 1954, principally because fewer families purchased the product. Consumers reported paying about a half cent more per 46-ounce can in January 1955 than a year earlier.

FRESH CITRUS FRUIT

Householders purchased about the same quantity of oranges during January 1955 as a year earlier. Average price reported paid was slightly below January 1954.

Purchases of Florida oranges during January 1955 were almost unchanged from a year earlier (table 3). More families bought Florida oranges, but the average quantity purchased per buying family declined from a year earlier. Prices reported paid by households during January 1955 were about 3 cents a dozen lower than in January 1954.

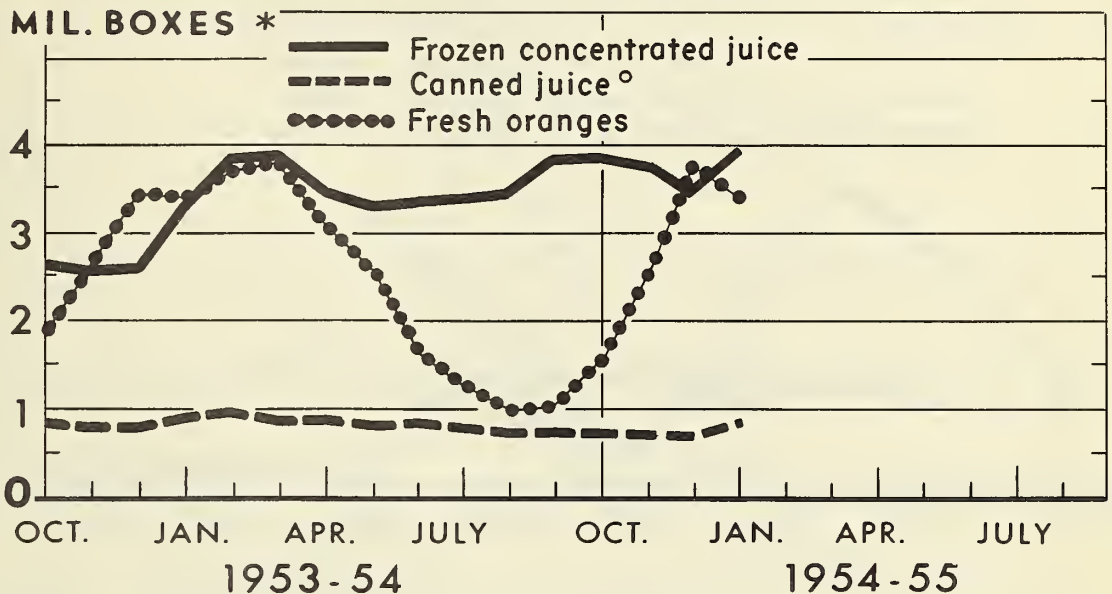
Purchases of California-Arizona oranges during January were almost unchanged from a year earlier (fig. 6). Prices reported paid in January averaged about 44 cents a dozen--4 cents higher than a year earlier.

Consumer purchases of fresh grapefruit during January were up slightly over January 1954. More families purchased fresh grapefruit in January 1955 compared with a year earlier (table 3). The quantity purchased per buying family, however, was unchanged--about 5/6 of a dozen. Prices reported paid for grapefruit by householders during January averaged 74 cents a dozen, about 4 cents lower than a year earlier.

Household purchases of fresh lemons during January 1955 were almost unchanged from a year earlier (table 3). Prices reported paid by householders averaged 46 cents a dozen, slightly lower than in January 1954.

Consumer purchases of fresh tangerines during January 1955 were about a fifth less than in the preceding month, but were more than half again as large as in January 1954 (table 3). About a fifth of all families purchased tangerines in January 1955 compared to 14 percent in January 1954. Prices reported paid for tangerines during January 1955 averaged about 28 cents a dozen--3.5 cents lower than a month earlier, and 5 cents lower than in January 1954.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

° INCLUDES 1/2 OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1273-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 1

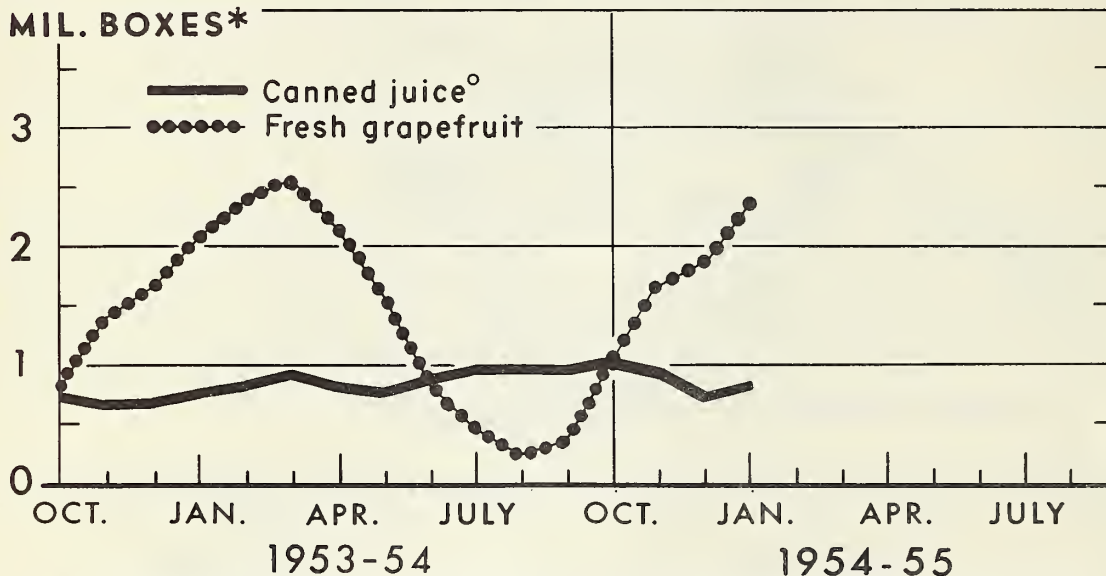
Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1953 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	2,518	2,626	3,769	2,559	713	773	7,000	5,958
December	3,764	3,459	3,486	2,591	711	773	7,961	6,823
October-December 2/	8,612	8,552	11,917	8,367	2,299	2,556	22,828	19,475
January	3,400	3,383	3,984	3,326	830	891	8,214	7,600
February		3,702		3,843		955		8,500
March		3,808		3,885		828		8,521
October-March 2/		20,371		20,486		5,491		46,348
April		3,096		3,459		862		7,417
May		2,585		3,285		794		6,664
June		1,632		3,336		821		5,789
October-June 2/		28,215		31,396		8,220		67,831
July		1,293		3,399		795		5,487
August		996		3,462		721		5,181
September		1,011		3,843		730		5,584
Season 2/		31,759		42,995		10,674		85,428

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT ^o INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1274-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 2

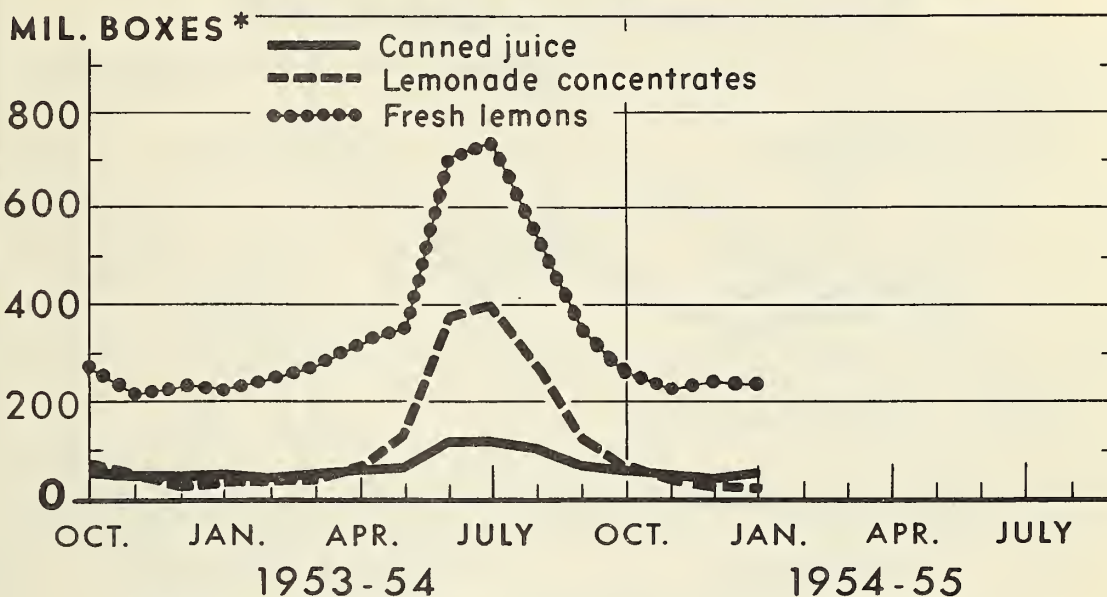
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1953 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice ^{1/}		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000	1,000	1,000	1,000	1,000	1,000
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
October	1,053	836	1,037	724	2,090	1,560
November	1,694	1,411	911	665	2,605	2,076
December	1,895	1,688	725	676	2,620	2,364
October-December ^{2/}	5,121	4,331	2,847	2,191	7,968	6,522
January	2,330	2,092	882	745	3,212	2,837
February		2,382		802		3,184
March		2,579		915		3,494
October-March ^{2/}		12,027		4,371		16,398
April		2,122		811		2,933
May		1,561		767		2,328
June		826		842		1,668
October-June ^{2/}		16,858		7,431		24,289
July		442		989		1,431
August		237		986		1,223
September		348		977		1,325
Season ^{2/}		17,933		10,634		28,567

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1275-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1953 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	252	274	54	54	51	64	59	67	365	395
November	225	213	49	47	35	39	37	41	311	301
December	243	232	44	43	27	25	29	26	316	301
October-December 3/	735	774	161	153	120	135	132	141	1,078	1,068
January	234	223	51	49	26	29	27	32	312	304
February		246		42		27		32		320
March		278		50		33		35		363
October-March 3/		1,591		303		231		248		2,147
April		321		60		55		61		442
May		352		67		124		135		554
June		706		119		346		378		1,203
October-June 3/		3,076		577		823		897		4,552
July		738		120		373		399		1,257
August		545		102		247		266		913
September		352		61		111		121		534
Season 3/		4,643		881		1,622		1,749		7,473

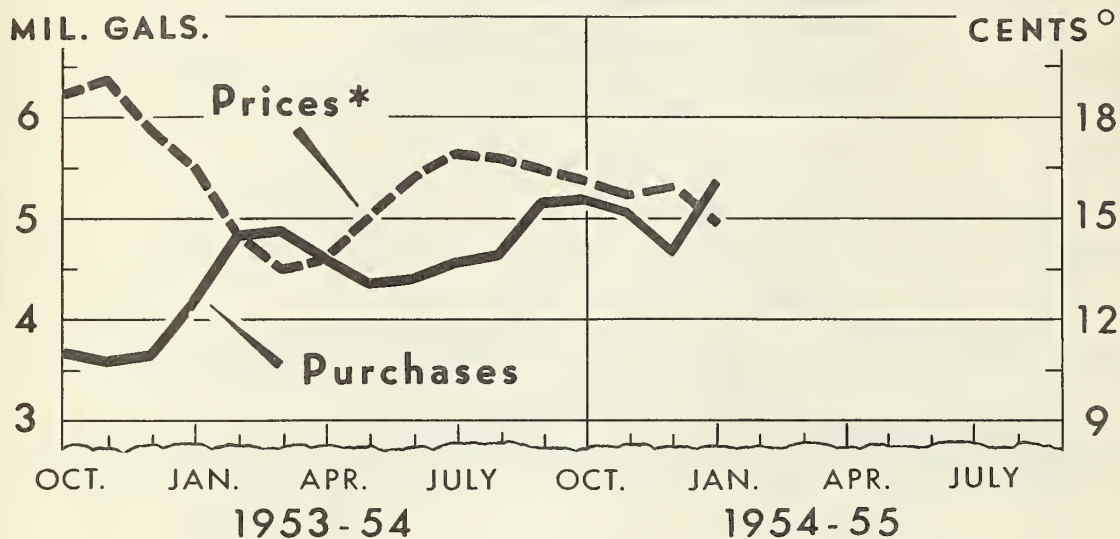
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER 6 OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1276-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 4

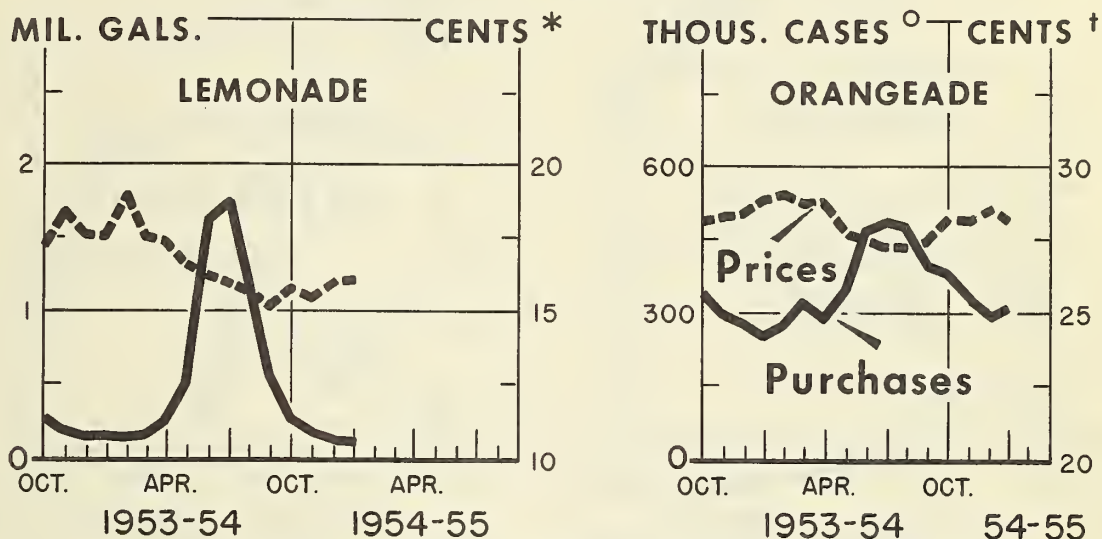
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1953 to date

Period	Purchases		Average price per 6 oz. can	
	1954-55	1953-54	1954-55	1953-54
	1,000 gallons	1,000 gallons	Cents	Cents
October	5,161	3,688	16.1	18.6
November	5,052	3,584	15.7	19.1
December	4,673	3,629	15.9	17.7
October-December 1/	15,974	11,718		
January	5,377	4,189	14.9	16.5
February		4,840		14.6
March		4,893		13.4
October-March 1/		26,981		
April		4,570		13.8
May		4,339		15.1
June		4,407		16.2
October-June 1/		41,393		
July		4,556		16.9
August		4,641		16.8
September		5,152		16.4
Season 1/		56,941		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA
* PER 6 OUNCE CAN ° EQUIVALENT CASES OF 24 #2'S † PER 46 OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1277-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1953 to date

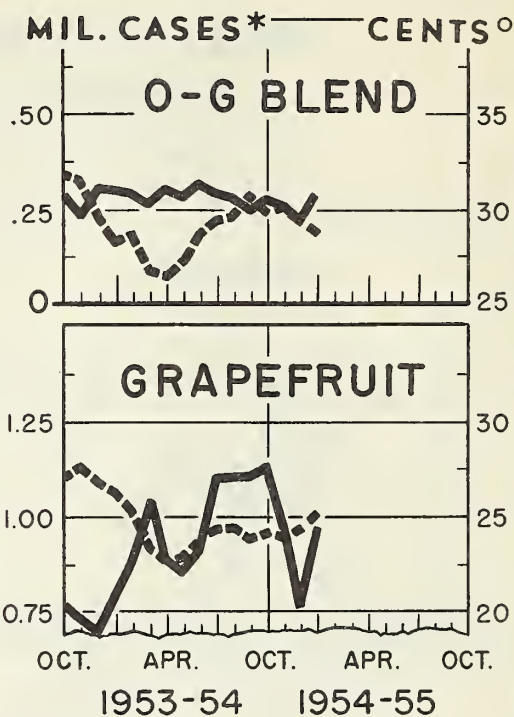
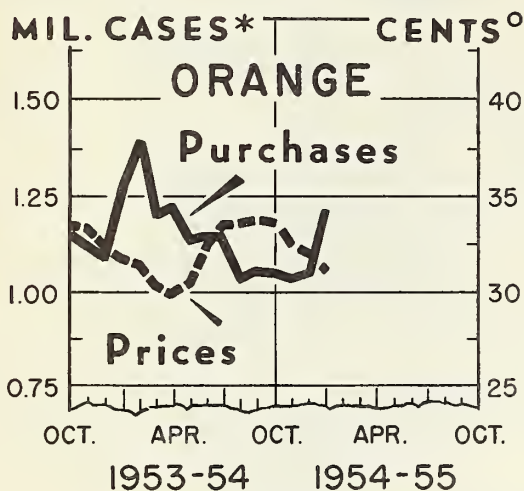
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price		Purchases		Average price	
			per 6 oz. can				per 46 oz. can	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000	1,000			1,000	1,000		
	gallons	gallons	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	244	267	15.7	17.2	373	336	28.2	28.1
November	167	162	15.4	18.4	326	295	28.1	28.2
December	127	102	16.0	17.5	290	274	28.5	28.3
October-December 2/	568	559			1,070	966		
January	121	121	16.2	17.5	306	254	28.1	28.8
February		114		18.9		272		29.0
March		139		17.4		317		28.7
October-March 2/		956				1,922		
April		230		17.3		235		28.8
May		514		16.5		350		27.7
June		1,638		16.2		464		27.4
October-June 2/		3,540				3,150		
July		1,769		15.9		488		27.2
August		1,172		15.7		476		27.2
September		525		15.1		390		27.3
Season 2/		7,303				4,633		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



*EQUIVALENT CASES OF 24 #2's

° PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1278-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1953 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	1,054	1,155	33.4	33.4	1,127	764	24.1	27.1	276	295	29.9	31.8
November	1,043	1,128	32.4	33.3	978	721	24.0	27.6	267	233	30.1	31.6
December	1,056	1,087	32.0	32.2	767	695	24.6	26.9	235	314	29.4	29.4
October-December 2/	3,381	3,618			3,060	2,323			824	914		
January	1,212	1,285	31.0	31.7	952	804	25.1	26.1	285	300	28.6	28.1
February		1,391		31.3		880		25.2		294		28.5
March		1,203		30.1		1,041		23.3		262		26.8
October-March 2/		7,832				5,306				1,852		
April		1,225		29.8		884		22.5		310		26.3
May		1,133		30.3		845		22.9		274		27.2
June		1,149		32.2		913		23.8		329		28.5
October-June 2/		11,667				8,119				2,825		
July		1,146		33.5		1,103		24.2		284		29.6
August		1,032		33.5		1,105		24.3		274		29.5
September		1,058		33.8		1,106		23.8		249		30.7
Season 2/		15,201				11,710				3,712		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

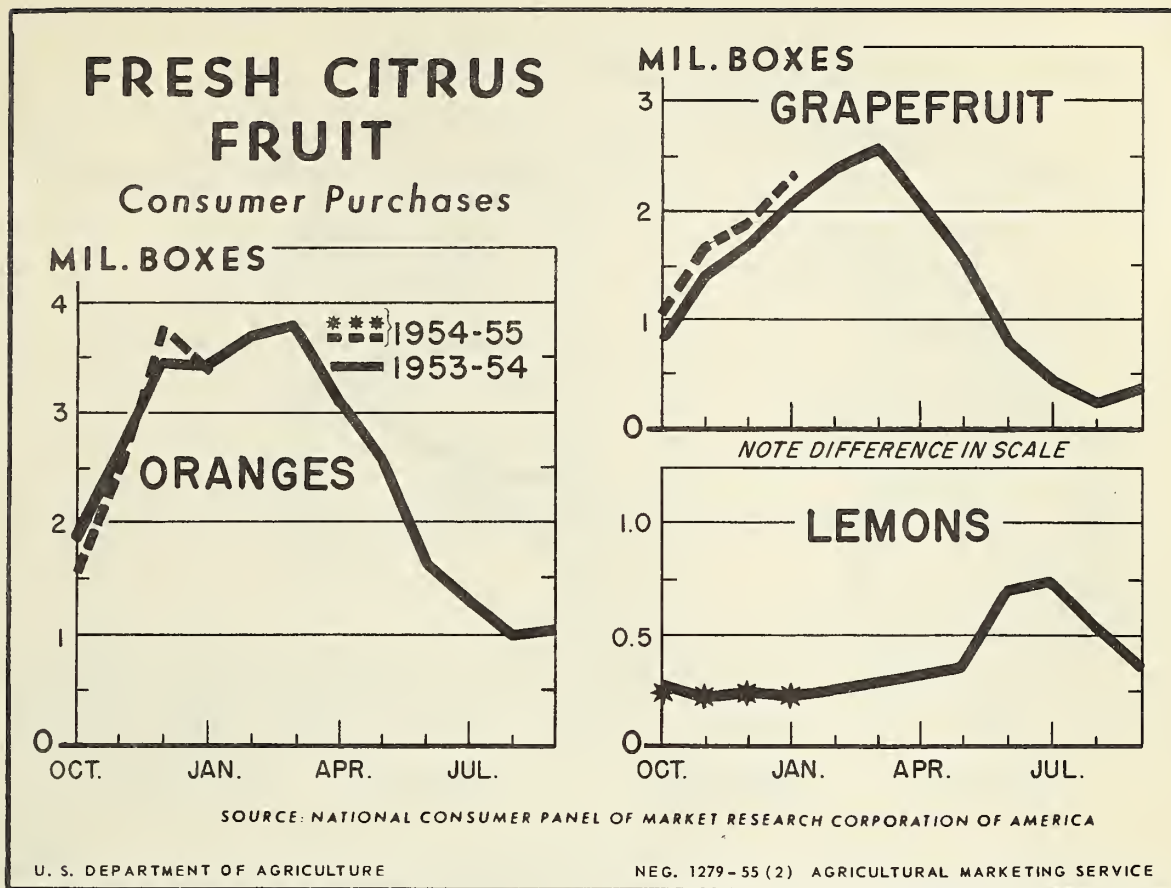


Figure 7

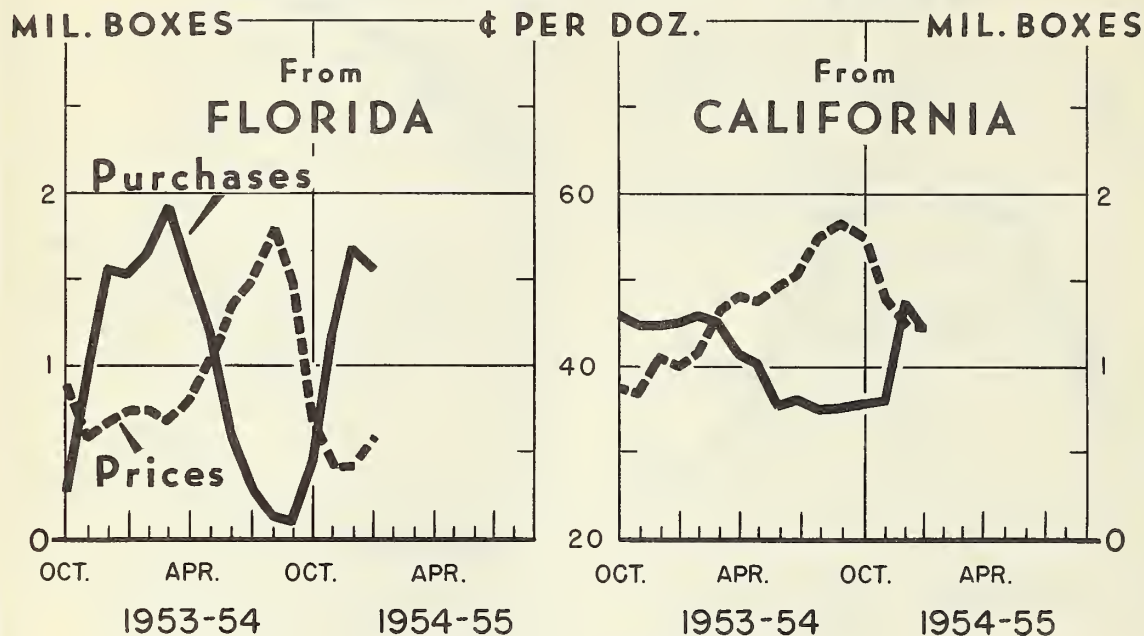
Fresh citrus fruit: Consumer purchases and average price paid, October 1953 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,000	1,000			1,000	1,000			1,000	1,000		
November	1,574	1,825	45.6	37.5	1,053	836	92.8	91.5	252	274	45.1	45.8
December	2,518	2,626	35.0	34.7	1,694	1,411	78.4	83.4	225	213	46.8	46.6
October-December 1/	3,764	3,459	35.1	36.7	1,895	1,688	74.9	82.5	243	232	45.0	47.0
January	8,612	8,552			5,121	4,331			785	774		
February	3,400	3,383	37.1	37.6	2,330	2,092	74.2	78.2	234	223	46.2	47.5
March		3,702		38.1		2,382		73.9		246		46.0
October-March 1/		3,808		38.8		2,579		73.4		278		45.8
April		20,371				12,027				1,591		
May		3,096		41.2		2,122		77.9		321		43.8
June		2,585		44.2		1,561		83.0		352		43.7
October-June 1/		1,632		47.6		826		90.0		706		44.1
July		28,215				16,858				3,078		
August		1,293		50.1		442		97.9		738		42.7
September		998		54.1		237		110.4		545		42.5
Season 1/		1,011		54.2		348		105.5		352		43.2
		31,759				17,933				4,843		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1280-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1953 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	455	267	33.3	37.4	789	1,317	54.9	37.4
November	1,194	1,001	28.1	31.9	809	1,226	47.8	36.9
December	1,694	1,578	28.3	33.2	1,374	1,227	44.5	41.0
October-December 1/	3,660	3,141			3,271	3,999		
January	1,560	1,529	31.4	34.6	1,234	1,236	44.4	40.1
February		1,671		34.9		1,307		41.7
March		1,921		33.4		1,245		46.5
October-March 1/		8,679				8,128		
April		1,537		35.6		1,061		48.6
May		1,166		41.1		1,010		47.1
June		600		47.0		763		49.2
October-June 1/		12,220				11,167		
July		291		49.7		806		50.9
August		112		55.8		740		54.9
September		76		49.5		769		56.4
Season 1/		12,717				13,676		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.-- Canned single-strength juices and ades: U. S. total consumer purchases and average price, January 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1955	1954	1955	1954	1955	1954	1955	1954		1955	1954
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	11.0	11.8	1,212	1,285	1.7	1.8	57.8	59.4	46	31.0	31.7
Grapefruit	8.9	8.6	952	804	1.6	1.6	61.2	60.4	46	25.1	26.1
Orange & gpft. blend	2.9	3.9	285	300	1.4	1.4	60.8	57.8	46	28.6	28.1
Lemon	2.2	2.4	47	40	1.3	1.2	14.7	14.3	5-1/2	13.7	13.0
Grape	4.6	4.0	204	188	1.4	1.4	29.3	31.2	24	36.2	35.6
Pineapple	12.8	14.7	1,139	1,214	1.5	1.6	53.5	51.3	46	29.8	31.5
Prune	7.3	7.2	533	534	1.8	1.7	37.2	37.0	32	33.0	32.5
Tomato	19.9	23.1	1,901	2,050	1.6	1.6	52.2	52.8	46	26.6	26.1
Total 2/	47.6	50.9	7,098	7,074	2.7	2.8	49.5	49.6			
Canned ades											
Orangeade	2.8	2.4	306	254	1.6	1.7	60.0	58.4	46	28.1	28.8

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

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Table 2.-- Frozen concentrated juices and ades: U. S. total consumer purchases and average price, January 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1955	1954	1955	1954	1955	1954	1955	1954		1955	1954
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	30.4	26.4	5,377	4,189	2.3	2.5	20.0	18.6	6	14.9	16.5
Grape	4.1	3.9	274	261	1.6	1.6	11.3	10.8	6	21.0	22.1
Other concentrates	1/	1/	228	213	1/	1/	13.3	12.2	6	15.3	17.8
Total	31.7	28.9	5,879	4,663	2.6	2.8	18.9	17.6			
Concentrated ades											
Frozen											
Lemonade	1.8	1.9	121	121	1.4	1.5	12.9	11.8	6	16.2	17.5
Shelf pack											
Orangeade	1.1	1.4	100	137	1.6	1.3	15.4	16.6	6	17.1	16.3

1/ Information not available.

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Table 3.-- Fresh citrus fruit: U. S. total consumer purchases and average price, January 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1955	1954	1955	1954	1955	1954	1955	1954	1955	1954
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona	22.4	24.3	1,234	1,236	1.7	2.0	12.3	13.0	44.4	40.1
Florida	22.3	20.7	1,560	1,529	2.0	2.3	15.3	14.4	31.4	34.6
Unidentified	11.6	13.9	484	525	1.4	1.6	12.4	11.4	37.9	40.7
Total 1/	47.8	47.4	3,400	3,383	2.2	2.4	13.6	13.4	37.1	37.6
Grapefruit										
California-Arizona	3.8	3.7	261	220	1.6	1.6	6.0	6.1	67.7	70.8
Florida	17.7	16.9	1,163	1,155	1.8	2.1	5.3	5.2	76.8	78.7
Unidentified	11.4	11.8	589	570	1.5	1.6	5.0	4.7	78.5	81.4
Total 1/	32.2	31.6	2,330	2,092	1.9	2.2	5.5	5.2	74.2	78.2
Tangerines	19.4	13.9	1,230	751	1.6	1.6	13.6	11.6	27.8	33.2
Lemons	18.5	18.9	234	223	1.5	1.6	5.9	5.5	46.2	47.5
Total 2/	65.8	62.1	7,194	6,449	3.4	3.8	10.6	9.9	41.0	44.0

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruit.

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